

ABSTRACT

[0077] A method and apparatus are provided for generating and transmitting content on a broadcast network that facilitate content discovery. According to one embodiment of the present invention, a transport protocol is described that uses content discovery information within a broadcast data stream to identify content within the stream. The content discovery information may include a metadata stream and may be transmitted pre-show, in-band or real-time, in-band. A receiver connected with the broadcast network can use the metadata to determine whether the content may be of interest to a particular consumer or user. The receiver may also selectively filter, cache, or personalize the content for the particular consumer.